

ORDER



Orders
Order / Rev: 171352
Alt Order #: 08432717
Product Desc: JAY INSLEE FOR GOV
Estimate:
Flight Dates: 11/01/16 - 11/08/16
Original Date / Rev: 10/31/16 / 10/31/16
Order Type: GENERAL

KXLY

Primary AE: MATT WURM
Sales Office: H-DC
Sales Region: NATL

Agency
Name: Shorr Johnson Magnus
Buying Contact: Mike D'Ettorre
Billing Contact:
 100 N. 20th St. #201
 Philadelphia, PA 19103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Inslee/Gov/D/Wash
Demographic: A35+
Product Codes: PL Candidate
Priority: P-3
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/31/16	11/08/16	68	\$11,465.00	\$9,745.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2016	68	\$11,465.00	\$9,745.25	0.00
Totals	68	\$11,465.00	\$9,745.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
MATT WURM			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KXLY	11/02/16	11/04/16	7-9a GMA GMA	CM	7-9a	--WTF--	:30	6	\$160.00	P-2	0.00	NM	6	\$960.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/31/16	11/06/16	--WTF--			6		\$160.00		0.00				
E 2	KXLY	11/07/16	11/08/16	7-9a GMA GMA	CM	7-9a	MT-----	:30	4	\$160.00	P-2	0.00	NM	4	\$640.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/07/16	11/13/16	MT-----			4		\$160.00		0.00				
E 3	KXLY	11/02/16	11/04/16	630-7a GMNW	CM	630-7a	--WTF--	:30	3	\$175.00	P-2	0.00	NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/31/16	11/06/16	--WTF--			3		\$175.00		0.00				
E 4	KXLY	11/07/16	11/08/16	630-7a GMNW	CM	630-7a	MT-----	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/07/16	11/13/16	MT-----			2		\$175.00		0.00				
E 5	KXLY	11/02/16	11/04/16	6-7a GMNW GMNW	CM	6-7a	--WTF--	:30	3	\$160.00	P-2	0.00	NM	3	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/31/16	11/06/16	--WTF--			3		\$160.00		0.00				
E 6	KXLY	11/07/16	11/08/16	6-630a GMNW	CM	6-630a	MT-----	:30	2	\$160.00	P-2	0.00	NM	2	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/07/16	11/13/16	MT-----			2		\$160.00		0.00				

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Advertiser: Inslee/Gov/D/Wash
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Estimate: KXLY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	KXLY	11/02/16	11/04/16	9-10a M-F Live With Kelly	CM	9-10a	--WTF--	:30	3	\$90.00	P-2	0.00	NM	3	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	--WTF--		3				\$90.00		0.00			
E 8	KXLY	11/07/16	11/08/16	9-10a M-F Live With Kelly	CM	9-10a	MT-----	:30	2	\$90.00	P-2	0.00	NM	2	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/07/16	11/13/16	MT-----		2				\$90.00		0.00			
E 9	KXLY	11/06/16	11/06/16	5p Su News 5p News	CM	5-530p	-----1	:30	1	\$85.00	P-2	0.00	NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-----1		1				\$85.00		0.00			
E 10	KXLY	11/02/16	11/04/16	6-630p M-F M-F News @6	CM	6-630p	--WTF--	:30	3	\$175.00	P-2	0.00	NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	--WTF--		3				\$175.00		0.00			
E 11	KXLY	11/07/16	11/07/16	6-630p M-F M-F News @6	CM	6-630p	1-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/07/16	11/13/16	1-----		1				\$175.00		0.00			
E 12	KXLY	11/02/16	11/04/16	5-530p M-F M-F News @5p	CM	5-530p	--WTF--	:30	3	\$175.00	P-2	0.00	NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	--WTF--		3				\$175.00		0.00			
E 13	KXLY	11/07/16	11/07/16	5-530p M-F M-F News @5p	CM	5-530p	1-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/07/16	11/13/16	1-----		1				\$175.00		0.00			
E 14	KXLY	11/02/16	11/04/16	630-7p M-F M-F News @630p	CM	630-7p	--WTF--	:30	3	\$155.00	P-2	0.00	NM	3	\$465.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	--WTF--		3				\$155.00		0.00			
E 15	KXLY	11/07/16	11/07/16	630-7p M-F M-F News @630p	CM	630-7p	1-----	:30	1	\$155.00	P-2	0.00	NM	1	\$155.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/07/16	11/13/16	1-----		1				\$155.00		0.00			
E 16	KXLY	11/02/16	11/04/16	730-8p M-F Insider	CM	730-8p	--WTF--	:30	3	\$70.00	P-2	0.00	NM	3	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	--WTF--		3				\$70.00		0.00			
E 17	KXLY	11/07/16	11/07/16	730-8p M-F Insider	CM	730-8p	1-----	:30	1	\$70.00	P-2	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/07/16	11/13/16	1-----		1				\$70.00		0.00			
E 18	KXLY	11/02/16	11/04/16	7-730p M-F ET Tonight	CM	7-730p	--WTF--	:30	3	\$70.00	P-2	0.00	NM	3	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	--WTF--		3				\$70.00		0.00			
E 19	KXLY	11/07/16	11/07/16	7-730p M-F ET Tonight	CM	7-730p	1-----	:30	1	\$70.00	P-2	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/07/16	11/13/16	1-----		1				\$70.00		0.00			
E 20	KXLY	11/07/16	11/07/16	Mon 8p Prime Dancing w/Stars	CM	8-10p	2-----	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/07/16	11/13/16	2-----		2				\$700.00		0.00			
E 21	KXLY	11/07/16	11/07/16	Mon 10p Prime Conviction	CM	10-11p	1-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/07/16	11/13/16	1-----		1				\$450.00		0.00			

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Estimate: KXLY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 21	KXLY	11/07/16	11/07/16	Mon 10p Prime Conviction	CM	10-11p	1-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	11/07/16	11/13/16	1-----		1			\$450.00		0.00				
E 22	KXLY	11/03/16	11/03/16	Thu 8-9p Prime Grey's Anatomy	CM	8-9p	---1---	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/31/16	11/06/16	---1---		1			\$500.00		0.00				
E 23	KXLY	11/02/16	11/02/16	Wed 9-10p Prime Wed 9p Comedy	CM	9-10p	--1----	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/31/16	11/06/16	--1----		1			\$900.00		0.00				
E 24	KXLY	11/04/16	11/04/16	Fri 9-10p Special Friday ABC Prime	CM	9-10p	----1--	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/31/16	11/06/16	----1--		1			\$750.00		0.00				
E 25	KXLY	11/06/16	11/06/16	11p Sun Late News Late News Sun	CM	11-1135p	-----1	:30	1	\$45.00	P-2	0.00	NM	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/31/16	11/06/16	-----1		1			\$45.00		0.00				
E 26	KXLY	11/02/16	11/04/16	Jimmy Kimmel Jimmy Kimmel	CM	1135p-1237x	--WTF--	:30	6	\$40.00	P-2	0.00	NM	6	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/31/16	11/06/16	--WTF--		6			\$40.00		0.00				
E 27	KXLY	11/07/16	11/07/16	Jimmy Kimmel Jimmy Kimmel	CM	1135p-1237x	2-----	:30	2	\$40.00	P-2	0.00	NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	11/07/16	11/13/16	2-----		2			\$40.00		0.00				
E 28	KXLY	11/02/16	11/04/16	11p M-F Late News Late News	CM	11-1135p	--WTF--	:30	3	\$125.00	P-2	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/31/16	11/06/16	--WTF--		3			\$125.00		0.00				
E 29	KXLY	11/07/16	11/07/16	11p M-F Late News Late News	CM	11-1135p	1-----	:30	1	\$125.00	P-2	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	11/07/16	11/13/16	1-----		1			\$125.00		0.00				
E 30	KXLY	11/06/16	11/06/16	Su GMA Su GMA	CM	7-8a	-----1	:30	1	\$65.00	P-2	0.00	NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/31/16	11/06/16	-----1		1			\$65.00		0.00				
E 31	KXLY	11/06/16	11/06/16	This Week This Week	CM	758-9a (8:00 AM-9:00 AM)	-----1	:30	1	\$75.00	P-2	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/31/16	11/06/16	-----1		1			\$75.00		0.00				
E 32	KXLY	11/05/16	11/05/16	Sa GMA Sa GMA	CM	7-8a	-----1-	:30	1	\$70.00	P-2	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/31/16	11/06/16	-----1-		1			\$70.00		0.00				
Totals													68	\$11,465.00	